

JUL 13 1942

file

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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12	13	14	15	16	17	18
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26	27	28	29	30	31	

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING MONDAY, JULY 13, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	NEW FALL DRESS COLLECTION International has just added a new group of Fall dresses. No appointment necessary. Phil Zahn, LA. 4-7100.	INTERNATIONAL DRESS CO.	1400 BROADWAY
Now Showing	COMPLETE FALL DRESS COLLECTION Dinner, evening and late afternoon dresses, attuned to the times. No appointment necessary. Samuel Chapman, LA. 4-5800.	SAMUEL CHAPMAN	530 SEVENTH AVENUE
Now Showing	FALL ORIGINALS The new Fall Collection of Original Dresses and Gowns by the Misses Briganti, with prices adjusted to meet present conditions. Contact: BR. 9-7549.	THE MISSES BRIGANTI, INC.	31 WEST 47TH STREET
Now Showing	NEW FALL HANDBAG COLLECTION For the first time, Evans Fall Collection includes <u>unfitted</u> as well as fitted handbags, featuring ornaments to match Evans' new Collection of tailored Sterling silver jewelry. This year's fitted handbags are more handsomely fitted than ever, including compact, lipstick, comb, cigarette case and lighter. For appointment, will Press call Dorothy Portser, LE. 2-9493.	EVANS CASE COMPANY	33 EAST 33RD STREET
Monday July 13- July 17 11:00 A.M. and 3:00 P.M.	CAMP INSTRUCTIONAL CORSET LECTURES The Camp Company will conduct a series of instructional lectures in the Auditorium of its new showrooms. These include open forum discussions to iron out problems of corset fitters taking care of customers whose war activities make them require some sort of scientific support. All of Camp's Anatomical garments will be exhibited at this time and interpreted by Camp representatives and registered nurses. Lectures open to corset retailers. Fashion Press welcome. For further information, contact: S.H. Camp, MU. 3-9454.	S. H. CAMP & COMPANY	SHOWROOM AUDITORIUM 200 MADISON AVENUE
Monday July 13 11:00 A.M.	PRESS PREVIEW: FALL HAT COLLECTION On Mon., July 13th, Florence Reichman will present a preview of her new Fall Hat Collection to members of the Fashion Press. Strictly by invitation. Contact: Florence Reichman, PL. 8-1525.	FLORENCE REICHMAN	ONE WEST 57TH STREET
Monday July 13 4:00 P.M.	PRESS PREVIEW: FALL HAT COLLECTION Madame Pauline will present a cocktail party preview of her Fall Hat Collection for members of the Fashion Press. Strictly by invitation. Publicity: Kathleen Moran, WI. 2-8922.	MADAME PAULINE	6 EAST 53RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 13	1ST SHOWING FALL HAT COLLECTION Helen Liebert will introduce her new Fall Hat Collection beginning Mon., July 13th. Press by appointment. Contact: Helen Liebert, PL. 3-2936.	HELEN LIEBERT	19 WEST 57TH STREET
Monday July 13- July 24	PRESENTING NEW FALL HAT COLLECTION As usual, the Leslie-James Hat Collection for Fall 1942, will be on view in the Hotel McAlpin in New York for the convenience of the Eastern clientèle of the House. For appointment, call Mr. James Druce, PE. 6-5700.	LESLIE-JAMES (OF CALIFORNIA)	HOTEL McALPIN ROOM 465
Monday July 13 5:30 P.M.	"ARMY DAY" AT TWILIGHT TROTTERING RACES Mon., July 13th is "Army Day" at the Twilight Trotting Races held in the cool of the evening at Roosevelt Raceway in Westbury, Long Island. En- tire proceeds of Opening Day will go to Army Emergency Relief. 8 races daily. Pari-mutuel betting. First race at 5:30 P.M. Admission, \$1, to grand stand and paddock.		ROOSEVELT RACEWAY WESTBURY, LONG ISLAND
Beginning Monday July 13	FALL FABRIC COLLECTIONS OPEN Resident buying offices are planning their annual Fall Piece Goods buying conferences for out-of-town store representatives this week in order to consider new Fall Fabric trends and formulate buying and promotional plans for Piece Goods for the coming season.		
Beginning Monday July 13	OFFICIAL OPENING: FALL CORSET AND BRASSIÈRE MARKET WEEK The following firms will display their new Fall Lines of "War-Time Corsets and Brassières" at the Vanderbilt and McAlpin Hotels during the week of July 13th. Names of exhibitors follow:		
	<u>VANDERBILT</u>	<u>VANDERBILT</u> (Continued)	
	ANNE ALT BRASSIÈRE CO.....933-934 BESTFORM FOUNDATIONS.....1105-1107 BEVERLY VOGUE CO.....922 BLAIR CORSET CO....915-916-917-918 BONZETTE FOUNDATIONS.....930 FORMETTE BRASSIÈRE CO.....931-932 HELENE OF HOLLYWOOD.....901-902 INTERNATIONAL CORSET CO....615-616 LA CAMILLE CORSET CO.....615-616 LADY DAWSON.....926 LA ROSSITA CORSET CO.....1001-1002 NEATFORM CORSET CO..1616-1617-1618	PRIMROSE FOUNDATIONS.....804-805-807 REAL FORM GIRDLE CO.....927-928-929 RITE FORM CORSET CO.....904-905-907 STANDARD CORSET CO...1015-16-17-18-19 <u>McALPIN</u> BEAUTY BRASSIÈRE CO.....1297 CUSTOM MAID BRASSIÈRE.....1697 KELLOGG CORSET CO.....1493 LE MONDE.....1495-1497 FITZWELL GIRDLES.....1229 LOEBER'S.....1897	
Monday July 13	FALL OPENING Munsingwear will present the new Fall Lines to members of the Trade and Press. No appointment necessary. Mr. Fletcher, CA. 5-7666.	MUNSINGWEAR	200 MADISON AVENUE
Monday July 13	NEW FALL CORSET & BRA COLLECTION Maiden Form's Fall Collection, full of "new ideas and pleasant surprises for Fall selling". CA. 5-4085.	MAIDEN FORM	200 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday July 13	EMERGENCY COURSES IN DRAFTING & CAMOUFLAGE	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
	In addition to usual Day and Evening Courses in Costume Design and Illustration, the Traphagen School of Fashion is opening six-weeks' evening courses of intensive training in Drafting and Industrial Camouflage. The "Drafting for Defense" Class is open to men and women who want to become junior mechanical draftsmen and tracers in defense industries. Instructor: Joseph S. Washburne, now engaged in this field. The "Industrial Camouflage" Class stresses all phases of concealment, current modes of attack, routes of communication and how to camouflage them, etc. Instructors: Prof. Alan Bement, Civilian Camouflage Council, New York; and John Vassos, President, American Institute of Design. For further information, Registrar: Dorothy Tyroler, CO. 5-2077.		
Monday July 13- July 18 Inclusive	ANNUAL CHINA AND GLASS SHOW	LEADING CHINA & GLASS MANUFACTURERS	ATLANTIC CITY, N. J. AMBASSADOR HOTEL
	The China & Glass show held usually at the Vanderbilt Hotel in New York, will take place in Atlantic City this year. There will be 65 exhibitors of China and glass ware. Show has special significance because it is anticipated that salesmen will not be able to travel freely this year to show lines. For further information, etc., Mr. Charles L. Sebring, Edwin M. Knowles Company, East Liverpool, Ohio.		
Tuesday July 14 10 A.M. Press: 2:30 P.M. Trade	INFORMAL PREVIEW OF NEW COLLECTION	TINA LESER	ONE WEST 47TH STREET
	Tina Leser will present her new Fall Collection to the Press informally on Tuesday morning, July 14th at 10 A.M. 1st Trade Show at 2:30 P.M. She is working exclusively in corduroy, velveteen, challis and flannel for the coming season, and has developed a distinctive collection of play clothes, young college clothes and "party-at-home" clothes in these fabrics. Preview by invitation. Contact: Tina Leser, LO. 3-0232.		
Tuesday July 14 2:30 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION	CHARLES COOPER, INC.	498 SEVENTH AVENUE
	Following his Trade Opening on June 23rd, Charles Cooper will hold a special Press showing of his new Fall Collection on Tues., July 14th at 2:30 P.M. Strictly by invitation. Publ.: Eleanor Lambert, PL. 5-8580.		
Tuesday July 14 4:00 P.M.	PRESS PREVIEW: NEW FALL HAT COLLECTION	SALLY VICTOR, INC.	18 EAST 53RD STREET
	Sally Victor will present her new Fall Hat Collection to members of the Fashion Press. Preview strictly by invitation. Miss Mildred Joseph, PL. 3-7450.		
Tuesday Evening July 14 8:30 P.M.	"BASTILLE DAY" MASS MEETING	FREE FRENCH SYMPATH- IZERS IN AMERICA	MANHATTAN CENTER 8TH AVE. AT 34TH ST.
	"Bastille Day", July 14th, will mark the climax of the celebration of Free French week in New York, organized and celebrated by France Forever; The French-American Club; The Free French Relief Committee; L'Ecole Libre des Hautes Etudes; and Freedom House. Wendell Wilkie will send a message of encouragement from Freedom House to Free French forces throughout the world. This will be broadcast at 5:30 P.M. General Charles de Gaulle will reply from London. General John J. Pershing will preside at 8:30 Mass Meeting at Manhattan Center. Speakers will include: William C. Bullitt; Henry Torres; and Adrian Tixees, first delegate in the U.S.A. of General Charles de Gaulle. Admission, 55¢ to \$1.65. For further information, contacts: Mr. Gerald MacDonald, Freedom House, PL. 8-0210.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 15 11:00 A.M.	PRESS PREVIEW: FALL HAT COLLECTION Preview of the Jeanne Tete Hat Collection for Fall, 1942. For members of the Fashion Press. Strictly by invitation. Publ.: Mrs. Nona James, EL. 5-6800.	JEANNE TETE	20 WEST 57TH STREET
Wednesday July 15 2:30 P.M.	PREVIEW: "ADVENTURES IN TEXTURES"-EXHIBIT The Museum of Costume Art will present a new exhibit, "Adventures in Textures", including rare bark fibres and ikats. Also some contemporary Fall fabrics to serve as suggestions for design-ingenuity in a war-time economy. Press preview, Wed., July 15, 2:30 P.M. Members' preview, same day, 4-7 P.M. Both by invitation. Open to public on following day, Thurs., July 16th, free of charge. Publicity: Jane Ellis, CO. 5-7784 or Co. 5-4535.	MUSEUM OF COSTUME ART	630 FIFTH AVENUE ROOM 414
Wednesday July 15 3:00 P.M.	1ST SHOWING: FALL HAT COLLECTION Northridge will present their new Fall Hat Collection to members of the Trade and Press. Strictly by invitation. Contact Mr. Northridge, PL. 3-8380.	NORTHRIDGE INC.	ONE WEST 57TH STREET
Wednesday July 15 4 P.M.	PREVIEW: FUR FASHIONS FOR WINTER, 1942 Important fur fashions for Winter, 1942, will be previewed for members of the Fashion Press by Arnold Constable during the cocktail hour in the office of Mr. Isaac Liberman, President of the Company. By invitation. Publicity: Jean Pierre, CA 5-2300.	ARNOLD CONSTABLE	5TH AVE. AT 40TH ST.
Thursday July 16 9:30 A.M. Breakfast	BREAKFAST PREVIEW: FALL HAT COLLECTION Madame Germaine, Paris Hat creator whose American custom-order clients include outstanding socialites of Newport and New York, will introduce her new Fall Collection, including Models for The Trade, to the Fashion Press, at breakfast. The Collection will be presented for Germaine by her compatriot, Madame Paule Madoc of Catoir. Publ.: Anna T. Moore, ST. 9-6000.	MADAME GERMAINE	509 MADISON AVENUE
Friday July 17	"AMERICAN HEROES' DAY" Elaborate plans are in the making in stores everywhere for "American Heroes' Day". Retailers all over the country will exert special promotional efforts to make this "the day of days" in the nationwide campaign to sell War Bonds and Stamps. Plans are available on request from the Sales Promotion Division of the N.R.D.G.A., the U. S. Treasury Dept. and the Meyer Both Co. Contact: Mr. Edward S. Hoyt, Press Relations Director, N.R.D.G.A., CH. 4-7313, ext. 7.	RETAIL STORES	100 KEY CITIES ACROSS COUNTRY
Mon. 7/20	OFFICIAL OPENING, FALL MILLINERY MARKET WEEK.		
Monday July 20 2:30 P.M.	FUR CULOTTES AT ANNUAL FUR FASHION SHOW With rare furs tucked into vaults for the duration, I. J. Fox presents for his Annual Fur Fashion Show for 1942, a "Utility Show", which will feature smart furs, patriotically styled. Good neighbor South American and Australian furs will be a newsworthy feature of the show; also furs for cycling; furs to wear over uniforms; and fur coats especially designed for air-raid wardens. Show starts promptly at 2:30 P.M. Fashion Press and Photographers cordially invited. Publ.: Helen Siegel, National Bureau of Press Relations, 50 E. 42nd St., MU. 2-9085. At I. J. Fox, contact: Mr. Lew Kashuk, Advertising Manager, CA. 5-4500.	I. J. FOX, INC.	393 FIFTH AVENUE

and
fur-trimmed
winter coats

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

AND CAMPUS

Beginning OPENING DATES OF COLLEGE SHOPS IN NEW YORK AND METROPOLITAN STORES

Monday JULY 20

July 20

JAMES McCREERY, 5TH AVE. AT 34TH
~~Preview or fashion show plans~~
~~still tentative.~~ Mrs. Hungerford, WI. 7-7000.

AUGUST 10

BONNIT TELLER, 721 5TH AVE.
~~Preview or fashion show plans still~~
~~tentative.~~ Publ.: Nona James, EL.5-6800

JULY 22

MARY LEWIS, 638 5TH AVE.
 Press preview, College & Country
 Fashions, 5 P.M. By invitation.
 Rosemary Sheehan, CO. 5-3147.

B. GERTZ INC., JAMAICA

~~Fashion shows, Aug. 12, 19, 26 and 9/2.~~
~~Press preview tentative.~~ H. Merahn,
 JA. 6-6800.

JULY 27

R. H. MACY & CO., INC., HERALD SQ.
~~Details in later issue.~~ Publicity: Dir.: Mr. Murphy, TR. 5-8100.
 Kay Inglis Jones, CH. 4-2000.

FREDERICK LOESER, BROOKLYN (Tentative)

~~Fashion show plans tentative.~~ Publ.:
~~Dir.: Mr. Murphy, TR. 5-8100.~~

AUGUST 3

LORE & TAYLOR 424 5TH AVE.
~~Opening events later.~~ Publ.:
 Eleanor Howard, WI. 7-3300.

SAKS 34TH ST., HERALD SQUARE

~~Details in later issue.~~ Publicity:
 Margaret Pierce, LA. 4-7000.

BUSSEKS 5TH AVE., 390 5TH AVE.

Press preview Tues., Aug. 11,
 9:30 A.M. Miss Castle, WI. 7-1900.

AUGUST 12L. RAMBERGER & CO., NEWARK, NEW JERSEY

~~Details in later issue.~~ Publicity:
 Nan Findlow, Market 2-1212.

SAKS 5TH AVE., 611 5TH AVE.

Preview July 29 or 30
 Dorothy Harness, PL. 3-4000.

15 - De. P. ... (tentative)
 As other stores report, FASHION CALENDAR will list their opening dates.

Tuesday

July 21

9:30 A.M.

On.....

MMEA FASHION FORUM

MILLINERY MERCHANDISING EXECUTIVES ASSOCIATION

WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

In addition to the usual discussion and pointing up of fashion trends, this year's MMEA Forum will take up the merchandising of hats under war time conditions. Miss Virginia Pope, Fashion Editor, N.Y. Times, will as usual direct the discussion. Full program of events in later issue. Open to MMEA members and invited retailers from all over the country. Admission, \$5 for members; \$10 for non-members (incl. luncheon). Publ.: Miss Weintraub, PL. 3-2116.

Tuesday

July 21

1 P.M.

Luncheon

INAUGURATING DAILY BICYCLE LUNCHEONS

DELMONICO HOTEL MANDALAY ROOM

PARK AVE. AT 59TH ST.

Beginning Tuesday, July 21, the sparkingly cool and beautiful Mandalay Room of the Delmonico Hotel will inaugurate a series of daily Bicycle Luncheons planned to permit society-cyclists to drop in informally for luncheon in slacks, culottes or uniforms, after their morning stints of work or exercise. Luncheons will be moderately priced at 85¢, though Opening Day guests will be assessed \$1.25, since the proceeds go, complete, to the Nurses Aides' Division of the Red Cross. Opening Day tickets will be numbered and the holder of the lucky number will receive Mr. Leon Henderson's own bicycle, shipped especially from Washington for this event (he says it's in perfect condition too!). Opening Day tickets from Delmonico Hotel or Red Cross Headquarters, 38th & Lexington. Publicity: Linda Page, VO. 5-2500.

Tuesday

Evening

July 21

FALL MILLINERY FASHION SHOW

MILLINERY STABILIZATION COMMISSION

HOTEL ASTOR B'WAY AT 45TH STREET

The big annual Fall Millinery Fashion Show, staged by the Trade Promotion
 (Continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
(Continued from preceding page)			
Dinner 7:00 P.M. Fashion Show 8:30 P.M.	Committee of the Millinery Stabilization Commission, will present 136 hats by these Exhibitors: <u>Uptown</u>: Anita Andra; Anna's; Braagaard; Hattie Carnegie; Bernice Charles; Lilly Daché; Delle Donne; Peg Fischer; Walter Florell; Garfunkel Makers, Vogue Hats; Helene Garnell; Germaine Montabert; Gladys & Belle; Harryson Hats; G. Howard Hodge; Janet-5th Avenue; Jeanne Tete; John Frederics; Miriam Lewis; Helen Liebert; Edgar J. Lorie; Lydia Millinery; Milgrim Hats; Madame Pauline; Florence Reichman and Sally Victor. <u>Popular Priced Exhibitors</u>: Alfreda; Brandt; Joe Cohn; Croyden; Davidson; Abe Del Monte; Elizabeth; Oscar Friedman; Harry Furst; B. J. Goldenberg; Greenstein & Flaum; Lily; Luxor Hat Co. Walter K. Marks; Frances & Walter Nelkin; New Schachter; O'Connell; Parfait Hats; David Rothman; Schoen; Milton F. Stearns; Woodmere and Bernard Workman. <u>Junior Exhibitors</u>: Bertlyn; Cameo; Dobbs; Ann Koppelman; Madcaps and Topps. Occasion begins with dinner at 7 P.M. Fashion show at 8:30 P.M. Admission, Fashion Show only \$7.50; \$12.50 including dinner. Net proceeds to Army & Navy Relief Fund. Tickets from Millinery Stabilization Commission, 1450 Broadway. Publicity: Margery Hartman, CH. 4-6547.		

Thursday July 23 4:30 P.M.	PRESS PREVIEW: NEW FALL HAT COLLECTION	HELENE GARNELL	40 EAST 51ST STREET
Helene Garnell, newly returned from her Hollywood commitments, will present her new Collection of Fall Hats to members of the Fashion Press. Miss Garnell will introduce Santa Fe and other New Mexican influences, in color especially, gleaned from her recent trip. Preview by invitation. Contact: Helene Garnell, PL. 3-9017.			

July 27- Aug. 29	SARATOGA RACE MEET	SARATOGA RACING ASSOCIATION	SARATOGA SPRINGS, NEW YORK
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MAGAZINE PROMOTIONS OF BACK-TO-SCHOOL AND BACK-TO-WORK FASHIONS

JULY 31	AUGUST 15
NEWSSTAND DATE, MADEMOISELLE COLLEGE ISSUE	NEWSSTAND DATE, CHARM'S BACK-TO-WORK ISSUE
NEWSSTAND DATE, LADIES HOME JOURNAL " "	AUGUST 20
AUGUST 1	NEWSSTAND DATE, WOMAN'S HOME COMPANION
NEWSSTAND DATE, HARPER'S COLLEGE BAZAAR	"HIGH JINX" ISSUE (Teen-Age fashions and portfolio of Teen-Age war activities).
AUGUST 7	NEWSSTAND DATE, PARENTS' BACK-TO-SCHOOL ISSUE
NEWSSTAND DATE, VOGUE COLLEGE ISSUE	

Around August 10	OPENING OF NEW SELLING FLOOR	JANE ENGEL	1025 MADISON AVENUE
For the 6th successive year, the Jane Engel organization is expanding. This year's move doubles the present selling space with the addition of a newly built floor which permits new departments for coats, furs, suits, sportswear, sweaters, skirts and blouses in addition to Jane Engel dresses and hats. The new floor will also include an enlarged Bridal Shop and Evening Gown Department. Publicity: Herbert Bijur, RH. 4-0300.			

Tuesday August 18 Time Later	PRESS PREVIEW: PRIZE-WINNING POSTERS	MUSEUM OF MODERN ART	11 WEST 53RD STREET
The Museum of Modern Art will present 34 prize-winning posters designed by artists in all countries of the western Hemisphere and submitted in Competition announced by the Museum last April 1st for cash prizes amounting to \$2500. Following New York exhibit, winning posters will tour North, South			

(Continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
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(Continued from preceding page)

and Central Americas, at disposal of U. S. Government for reproduction and use in the Americas. Time of preview in later issue. Opens to public, Wed., Aug. 19th. Publicity: Sarah Newmeyer, CI. 5-8900.

✓ Sunday August 30- Sept. 7	NEW YORK STATE FAIR	STATE FAIR SECTION DEPT. OF AGRICULTURE	SYRACUSE, NEW YORK
This year's N.Y. State Fair, the 102nd, will include displays related to the war effort. One building will concentrate on activities carried on by State Defense Council as, for example, Civilian Defense Protection; Volunteer Participation; Fire Fighting; Nutrition; etc. For further information, tie-ins, etc., address: Mr. Paul Smith, N.Y. State Fair Director, Syracuse, N. Y.			

✓ Beginning Tuesday Sept. 8	FALL OPENINGS OF "THE BIG SIX" CUSTOM-ORDER COLLECTIONS		
Exact opening dates of the individual stores: Bergdorf Goodman; Bonwit Teller; Hattie Carnegie; Jay Thorpe; Milgrim; and Saks 5th Avenue, will be listed in FASHION CALENDAR as soon as dates are definitely established.			

✓ Wednesday Sept. 16- Sept. 17	SEMI-ANNUAL LEATHER SHOW AND STYLE CONFERENCE	TANNERS COUNCIL & NAT'L SHOE RETAILERS ASSOC.	WALDORF ASTORIA HOTEL
The Tanners' Council of America will "skeltonize" its leather exhibits for the duration. Instead of occupying individual booths in the Grand Ballroom of the Waldorf as in former years, each exhibitor will furnish samples of his products in the official colors of the coming season, to be identified and shown in the Ballroom during the National Shoe Retailers Style Conference. Contact: for Tanners' Council, Mr. J. L. Nelson, BE. 3-0494. For N.S.R.A., Mr. Lee Langston, AS. 4-9515.			

PLEASE NOTE!

✓ Stores and magazines wishing to cover the more important Out-of-Town Markets, have asked us to continue our listing of Out-of-Town Fall Opening Dates.

July 12-14...Fall & Winter Market, Women's Apparel Club of Michigan, Hotel Statler
 July 12-15...Los Angeles Fall Fashion Openings, Biltmore Hotel
 July 18-28...Ft. Worth Fall Markets, Hotel Texas, Ft. Worth
 July 19 ...San Francisco Fall Apparel Market, San Francisco, California
 July 19-22...Los Angeles & San Francisco Fall Millinery Markets.
 July 19-23...Fall Market, S.E. Travelers' Exhibitors, Biltmore Hotel, Atlanta, Ga.
 July 19-8/8...Annual Fall Showing, American Fashion Assoc., Baker Hotel, Dallas, Texas.
 July 20-25...Twin Cities Apparel Market, Minneapolis & St. Paul
 July 21-31...Denver Fall Ready-to-Wear and Millinery Market Week, Denver, Colorado
 July 26-28...Semi-annual Buffalo Mart, Hotel Statler, Buffalo, N. Y.
 July 26-29...Seattle Fall Market Week, Northwest Apparel, Olympic Hotel, Seattle
 July 27 ...Regular Fall Market, Style Creators of Chicago, Chicago, Ill.
 July 27 ...St. Louis Fall Market, American Retailers Assoc., St. Louis
 July 27-8/1...Twin Cities Home Furnishings and Gift Market Weeks, Minneapolis & St. Paul
 Aug. 2 ...Fall Millinery Market Week, L.A. & San Francisco Millinery Guilds
 Aug. 2-5 ...Boston Merchandise Mart, Hotel Touraine, Boston, Mass.

DATES AHEAD

Sept. 7	LABOR DAY (Monday)
Sept. 12	1ST DAY OF JEWISH NEW YEAR(Sat.)*
Sept. 21	JEWISH DAY OF ATONEMENT (Monday)*
Oct. 1	MOVING DAY (Thursday)
Oct. 12	COLUMBUS DAY (Monday)
Oct. 27	NAVY DAY (Tuesday)

RED LETTER WEEKS

Sept. 20-26	NATIONAL DOG WEEK
Oct. 2-12	NATIONAL BRANDS WEEK
Oct. 4-10	NATIONAL BUSINESS WOMEN'S WEEK
Nov. 2-8	AMERICAN ART WEEK
Nov. 9-15	NATIONAL FATHER & SON WEEK
Nov. 9-15	American Education Week
Nov. 11-30	Red Cross Week

*Market closed for all practical purposes

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Friday.....LARRY ADLER, HARMONIA VIRTUOSO, AT SAVOY PLAZA, 5TH AVE. AT 58TH ST.
 Night S. J. Perelman, celebrated humorist, has written a complete script for
 July 10 Larry Adler, maestro of the mouth organ, which will establish Adler as a
 12:15 & funny man as well as a superb musician. Adler will also give his famous
 1:30 A.M. interpretations of Gershwin's "Rhapsody in Blue" and Ravel's "Bolero",
 and will introduce such new items as "Blues in the Night", Ravel's
 "Habanera" and Debussy's "Girl With Flaxen Hair". Publicity: Dorothy
 Ross, BR. 9-5906.
- Sat. 7/11...GENE KRUPA LECTURES ON "THE LEXICON OF SWING", METROPOLITAN MUSEUM OF ART.
 1:30 P.M.
- Beginning...COMING ATTRACTIONS AT STADIUM CONCERTS, 138TH ST. AT AMSTERDAM AVENUE.
- Saturday Saturday, July 11--Paul Robeson, colored baritone, will sing "Ballad For
 July 11 Americans"
 8:30 P.M. Monday, July 13--Bronislaw Huberman, violinist, soloist in an all-German
 romantic program.
Wednesday, July 15--John Corigliano, violinist, soloist in an all-French
 program.
Thursday, July 16--Marion Anderson, Negro contralto, soloist. Conductor,
 Efrem Kurtz.
Saturday, July 18--William Kapell, pianist, soloist in an all-Russian pro-
 gram. Conductor, Efrem Kurtz.
Monday, July 20--Yehudi Menuhin, violinist, soloist. Conductor, Efrem
 Kurtz.
Thursday, July 23--Lily Pons will sing. André Kostelanetz will present
 the first two in a series of "musical portraits" by Virgil Thomson es-
 pecially commissioned by Kostelanetz, to symbolize, musically, a number
 of great Americans, living and dead. The first of these is "The Mayor
 La Guardia Waltzes", a musical portrait of the City's Chief Officer,
 drawn from life. The 2nd is "Canons for Dorothy Thompson, The Fearless
 Liberal", etched in music. Concerts start at 8:30 P.M. Publicity:
 Dorle Jarmel, CI. 7-6900.
- Sunday.....FINAL PERFORMANCE OF "YOURS, A. LINCOLN", SHUBERT THEATRE, 245 W. 44TH ST.
 July 12 Final matinee in the Experimental Theatre's presentation of the Paul
 Horgan drama, "Yours, A. Lincoln" with Vincent Price.
- Tuesday.....PREMIERE: "THE MERRY WIDOW" CARNEGIE HALL, WEST 57TH ST.
 Evening The next musical comedy presentation at Carnegie Hall will be Franz Lehár's
 July 14 operetta, "The Merry Widow", beginning, Tues., July 14th. Publicity: Karl
 Bernstein, CI. 6-6427.
- Wednesday...WORLD PREMIERE: "THE PRIDE OF THE YANKEES"(Cinema)ASTOR THEATRE, B'WAY AT 45
 July 15 Samuel Goldwyn's film biography of Lou Gehrig, starring Gary Cooper, will
 have its première simultaneously in 41 theatres in New York, though it
 will be withdrawn from all but the Astor Theatre after its one-day showing
 in the local RKO houses. Clothes by René Hubert. Publicity: R. Neilson,
 CO. 5-6500.
- Wednesday...CELANESE'S "GREAT MOMENTS IN MUSIC" WABC-COLUMBIA NETWORK
 July 15 The best loved melodies from Sigmund Romberg's operetta, "The Desert Song"
 10:00 P.M. will be sung by Jean Tennyson, soprano; Jan Pearce, tenor; and Robert
 Weede, baritone, on Celanese's "Great Moments In Music" program presented
 weekly over the WABC Columbia network, on Wednesday evenings at 10 P.M.
 George Sebastian will conduct the orchestra. Publicity: Bernard Sobel,
 LE. 2-5050.
- Friday.....PREMIERE: "THE BIG SHOT" (Cinema) STRAND THEATRE, B'WAY AT 47TH ST.
 July 17 Warner Bros. picture starring Humphrey Bogart with Irene Manning and
 Richard Travis. Costumes by Milo Anderson. Publicity: Eve Siegel, CI.
 6-1000.